

Press Release

T24 GSM Mobile Service Launched in Mumbai & Rest of Maharashtra

- ▶ *Targets 10 million customers from innovative telecom venture in three years*
- ▶ *Strategic alliance brings the unique marketing concept of 'Retailer-Telco Partnership' to Mumbai and Maharashtra—for the first time, ever*
- ▶ *T24 service now available in 18 circles, across 310 stores in 76 cities*
- ▶ *Innovative and First-of-its-kind value propositions—'Shop More, Talk More' and 'Talk More, Shop More'—now available to customers in Mumbai and Rest of Maharashtra*



Mumbai, 10 March 2011: After the successful launch of the T24 GSM mobile service across 16 telecom circles in the country, Tata Teleservices Limited, India's youngest and fastest-growing pan-India dual-technology telecom operator, and retail giant Future Group today announced the launch of mobile telephony services on the GSM platform in the Mumbai and Rest of Maharashtra telecom Circles. T24 services are already up and running in Andhra Pradesh, Karnataka, Gujarat, West Bengal, Jharkhand, Chhatisgarh, Orissa, Punjab, Haryana, Rajasthan, Uttar Pradesh, Tamil Nadu, Kerala and Madhya Pradesh—and have received heady response.

The Brand T24, a joint venture between Future Group and Tata Teleservices Limited was unveiled after signing a strategic alliance in February 2010 -while the first telecom Circle to go live with the services was Andhra Pradesh, in June 2010.

"Shopping and talking on our mobile phones are among the two favorite activities for all of us in India. With T24, we have been able to develop a unique customer value proposition that combines these interests of the inspirational Indian. Customers will get shopping benefits for talking and talk-time benefits each time they shop," **Mr Kishore Biyani, Group CEO, Future Group**, said. "We believe that with our partners, Tata Teleservices Limited, we have been able to develop a differentiated offering in the crowded telecom space and also increase the loyalty we enjoy among the millions of customers who patronize our stores. We aim to increase our base to 10 million loyal customers over the next three years," he added.

“This is a unique marketing alliance between a retailer and a telecom operator in India and offers us direct access to millions of Future Group customers through its widespread retail presence across India,” **Mr Deepak Gulati, Executive President, Mobility Business Division, Tata Teleservices Limited**, said. “Going by the tremendous response that we have received since our first circle launch nine months ago, we have now set ourselves a target of achieving a subscriber base of 10 million happy customers in the next three years. This is a compelling offering from the House of Tatas, in keeping with our stated objective of constantly innovating to redefine the telecom experience in the country,” he added.

In addition, customers will be rewarded with free talk-time for every purchase above Rs 350 made at any of the Future Group shopping outlets. For example, a T24 customer buying products worth Rs 3,001 at Pantaloons or Central will stand to gain Rs 150 worth of free talk-time. Also, a customer spending Rs 2,001 in Big Bazaar will gain Rs 84 worth of free talk-time for every purchase. Plans will keep evolving to offer ever-more attractive options to the customer.

T24 mobile telephony service has been progressively rolled out across the country over the last many months, through Future Group’s retail networks in over 76 cities and 65 rural destinations. Customers visiting Future Group retail chains like Big Bazaar, Food Bazaar, Pantaloons, Central, Brand Factory, Home Town, eZone & Aadhar, among others, will be offered this exclusive mobile connection and tariff plan, wherein they will get free talk-time based on their purchase at these stores. Customers will be provided the facility of recharging their T24 mobile at these stores and also at any Tata DOCOMO retailer. Customers will also be rewarded with special deals and promotions at Future Group retail outlets every time they buy paid recharge. Future Group retail chains attracted over 250 million customer footfalls in 2009-10.